





#### Vision

North Whiteley will respond to the magnificence of its existing natural setting, using this as the dominant design influence to create a clear identity and sense of well-being. It will complete and compliment existing Whiteley creating a unified community, to enable residents to fulfil their day-to-day needs in an environmentally conscious way.

## **Development Principles**

### 1. Landscape

A place that maximises the diversity and richness of formal and informal landscape experiences in a way which is integral to layout, identity, well-being and enjoyment.

## 2. Ecology

A place that celebrates the ecological diversity of the site, promoting its protection, enhancement and enjoyment through careful and co-ordinated stewardship.

### 3. Transport

A place with a connected network of slow streets with an emphasis on sustainable transport options giving ready access to local facilities, and forging links to the wider area.

### 4. Community

A place with a conesive community that will support existing Whiteley whilst providing much needed mixed housing and social infrastructure focused around a village centre, enhancing self-containment.

# 5. Identity

A place that inspires and invites with its own sense of identity, which uses buildings, streets and spaces to provide a stimulating, seamless and co-ordinated mix of characters.

## 6. Resource efficiency

A place which has the efficient use of resources at its heart, ranging from energy efficiency and water recycling to the sourcing of materials and the use of modern methods of construction.

## Street Hierarchy

■■■■ Primary Street (All modes)

Secondary Street (All modes)

····· Footpath/Cycleway priority

# **Development Character Areas**

North of Whiteley

Great Curbridge

Curbridge Interface

Green 'Heart' Transition

### Land Use Influences

Secondary School

Primary School

Whiteley Village - Retail

Sports & Recreation

Allotment Gardens

1 Energy Centre

## **Movement Character**

2 Great Curbridge Square

3 North of Whiteley Cross

4 Main Street

a Curbridge entrance

b High Street

c The Green 'Heart'

**d** Avenue

5 Burridge Drive

6 Whiteley Lane

7 Hedgerow Ride

8 Sports Way

9 Westside Lane